Business Strategy

Action Plan

1. State your business objectives.

2. If your company is already in Europe, develop strategies to maintain and improve your position (e.g., product line extensions, new services, branch offices or a subsidiary).

3. If you are just entering the European market, your business strategy will need to have two distinct and interacting plans:

   - for developing your base of operations, (e.g., mergers, acquisitions, partnerships);

   - for marketing your product or service.

Putting It All Together

- ☐ **Stipulate your objectives**
- ☐ **Get all the facts**
- ☐ **Identify your opportunities**
- ☐ **Build on your strengths**
- ☐ **Know your competitors**
- ☐ **Understand the market**
- ☐ **Develop an appropriate entry strategy**
- ☐ **Ensure customer satisfaction**